



## America Needs Business Numbers

There's an important count underway. It's the Economic Census, taken every five years, and now under way for 2002.

The Economic Census is a tally of businesses — and its important, just like the nation's population census taken in 2000. The Economic Census produces a portrait of business activities in industries and communities all across our nation. Alan Greenspan calls the Economic Census "indispensable to understanding America's economy."

What's more, economic indicators we use every day — like the Gross Domestic Product, monthly retail sales, and producer price index — all depend on the Economic Census for continued accuracy.

But this information is not just for government planners. It is also used by businesses — both large and small. National firms will use the information we provide to decide where to locate a factory, store or office. Local businesses will use the data to develop their marketing and sales strategies and evaluate expansion opportunities. Facts and figures from the Economic Census will provide the foundation for start-up businesses developing business plans and seeking loans.

Best of all, the Economic Census is a real bargain. All of the statistics will be available for free on the Internet for you to use.

So, if yours is among the 5 million businesses that received an Economic Census form in December — fill it out. Send it in.

America needs your numbers.

For more ideas for editorials, please check our on-line information kit,  
[www.census.gov/02promo](http://www.census.gov/02promo)

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**COUNTING AMERICAN BUSINESS. CHARTING AMERICA'S PROGRESS.**